

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

Ad No. 444-TRAPEZE-LOW TAR-Reg. No. 59565-1/4 Page vert. (3 1/2 x 10 inches)-4/Colors-National Letterpress Magazine, 1979 (A)

Printed in U.S.A.



Enjoy smoking
longer without
smoking
more.



Low tar
Saratoga
120's

© Philip Morris Inc. 1979

Regular: 15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report May '78
Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



2061192384